



**Analytics**

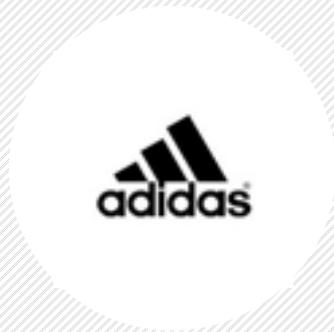
# **Sports Analytics Innovation**

**Winning in Sports Through Data Analytics**

March 26 & 27, 2014

London, UK

# Confirmed Speakers Include:



## Speakers Job title

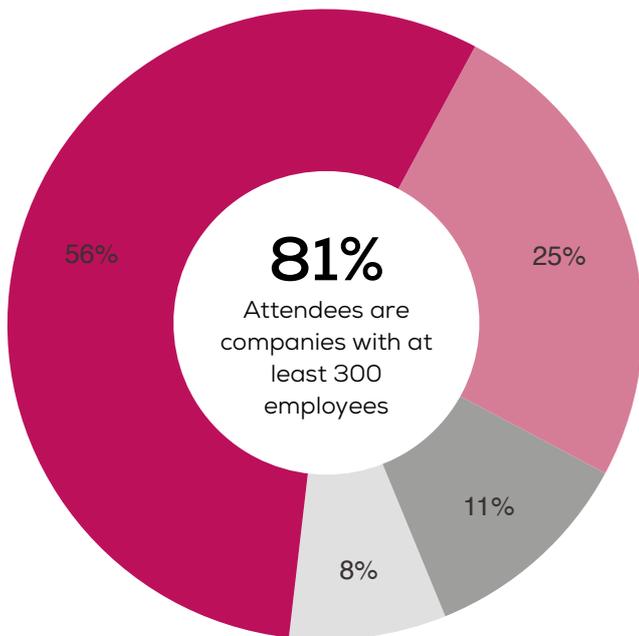
- Director, Science & Technical Development - **English Institute of Sport**
- Head of Sports Science - **Rugby Football Union**
- Head of Technical Direction - **Irish Rugby Football Union**
- Club Doctor - **Newcastle United Football Club**
- Lead Physiotherapist - **GB Boxing**
- Head, Speed & Power - **EIS**
- Head of Medical Services- **Tottenham Hotspur FC**
- Assistant Technical Coach - **Fulham FC**
- Sports Science Specialist - **Football Association of Wales**
- Head, Performance & Nutrition - **EIS**
- Director, Performance Science - **USA Field Hockey**
- Director, Elite Development - **The FA**
- Head of Medical, - **Saracens RFU**
- Assistant Manager (Performance) - **Sheffield United Football Club**
- Head of Sports Science, **GB Swimming**
- Head of Medical, - **Manchester City FC**

# Who Will You Meet?

There is no question that IE. provides the gold standard events in the industry and will connect you with decision makers within the analytics industry. You will be meeting senior level executives from major corporations and innovative small to medium size companies.

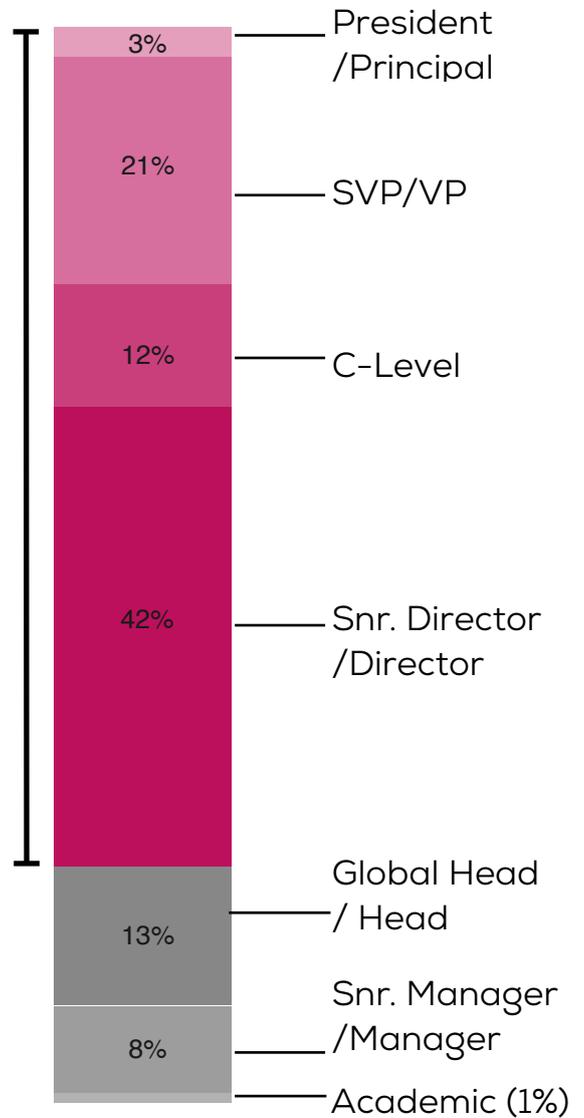
## Company Size Of Attendees

- 1000+ Employees
- 300-999 Employees
- 50-299 Employees
- Less than 49 Employees



## Job Title Of Attendees

**78%** Attendees are at Director level or above



## Past Delegates include...

- Director, Analytics - NBA
- Director, Insight - Red Bull
- Vice President - EA Sports
- Head of Sports Science - BOA
- Director, Analytics - NFL
- Director, Insight - Betfair



# About The Summit

The Sports Analytics Innovation Summit brings together industry leaders and researchers to discuss how sports organisations are turning to analytics and data to drive success both on and off the field. From player recruitment through in-game analysis, and fan interaction to business performance, this event will offer discussion and insight in all areas affecting leading sports franchises, and how it is becoming increasingly important to turn to analytics to gain an advantage over competitors and win both on and off the field.

Themes covered include:

- Getting value for money in player recruitment with analytics.
- Creating tailor-made training programs to suit specific players & opponents.
- Using sports science to improve player & athlete performance.
- Understanding turning points in games through in-game analysis.

## Previous Speakers



**Tony Strudwick**

Head of Sports Science, **Manchester United FC**

Tony has an extensive background in player development structures from elite youth to senior level both in England and U.S.A. Such a wide involvement has facilitated consultancy work with Nike, Red Bull and Lucozade Sport. Tony Completed Post Graduate research with Liverpool John Moores University 2006. In addition, Tony has a comprehensive background in teaching and lecturing at graduate level. F.A. Staff Teacher for F.A. Fitness Trainer's Course, UEFA Pro-Licence, A-Licence and Youth Coaches Award. Previous positions with Blackburn Rovers F.C. (finishing 6th and 10th in 2005/2006 and 2006/2007 respectively), West Ham United F.C. (gaining promotion to Premier League season 2004/2005), The English F.A., and Coventry City F.C.

### The Pursuit of Innovation in the Premier League

Many organisations spend considerable sums on collecting data of their players, but lack the capability to systematically store and analyse the data using sophisticated qualitative techniques, such as computational statistics and machine learning. Data gathering for the sake of it can be very futile unless it is used to drive action during the athletic process. While technology on its own cannot guarantee success, the focussing of time and effort in developing robust analytical processes has great potential. Some contemporary practitioners now have first-hand experience of how the intelligent use of 'sports analytics' can improve player acquisition and performance management



**Bill Gerrard**

Technical Consultant, **Saracens RUFC**

Dr Bill Gerrard has pioneered statistical performance analysis and an evidence-based approach to coaching in football, rugby league and rugby union. He has worked as a technical consultant with Saracens since March 2010 Bill also provided statistical analysis for the SkySports coverage of Super League 2012. Previously he has worked with various UK football clubs, an Australian rugby league team, and Billy Beane and the Oakland A's owners. Bill holds the UEFA B football coaching licence. He has acted as an expert witness in several sports legal cases. Bill is a graduate of the University of Aberdeen, Trinity College, Cambridge and the University of York, and is currently Professor of Sport Management and Finance at Leeds University Business School.

### Beyond Moneyball: Evidence-Based Coaching Not Just Statistics-Led Recruitment

In his presentation, Bill will explain how he has developed the use of statistical analysis in elite team sports over the last 15 years. His initial focus was on the valuation of football players and e-scouting. This culminated in the development of the STARS player rating system which was further developed with Billy Beane into a Value-For-Money Index to aid player recruitment. In recent years, Bill's focus has moved away from player recruitment to developing statistical performance analysis to support an evidence-based approach to coaching, principally in rugby union with Saracens. Bill will discuss the differing analytical demands when used to inform coaching decisions on training priorities, team selection and game tactics.



# Speaker Information



## Marco Cardinale

Head of Sports Science & Research  
British Olympic Association

Dr. Marco Cardinale is the Head of Sports Science and Research of the British Olympic Association. Dr. Cardinale led the Sports Science activities for the preparation of Team GB at the Beijing 2008 and Vancouver 2010 Olympic Games. A widely published and cited author in the scientific literature on various aspects of human performance, he has also patented an innovative exercise device consisting of a vibratory biofeedback system.. He has been an advisor to various companies (e.g. Polar Electro, Medisport and Technogym), government agencies (e.g. the European Space Agency) and professional sport organizations and national governing bodies in 4 countries (USA, Italy, Spain, Sweden) before working in the UK.

## The Current Issues and Applications of Analytics in Sport

Current technological advancements allow the collection and analysis of complex datasets during sporting activities. Data related to performance on the field of play collected by means of video and/or wearable technology can provide key performance indicators in many sports and allow the development of competition strategies based on evidence. Furthermore, data collected in training and in preparation for major competitions provide useful information on how the athletes cope with the stress of training and competition. Nowadays, athletes and coaches are involved in data collection and analysis on a daily basis, however while some impact has been documented and seen in performance analysis in team and individual sports, there is still a lot to do when it comes to understanding how to prepare athletes for competition.



## Andy Shelton

Head of Sports Science, **Leicester Tigers RFC**

Andy Shelton has an MSc in Sports Science from Loughborough University which focused on predictive markers of injury and performance in professional sport. He is currently The Head of Sports Science at Leicester Tigers Rugby Club, having been employed there in a variety of performance roles over the last six seasons.

## Player Welfare & Team Performance

The use of analytics in sport has grown exponentially over the last 20 years, and rugby union is no exception. Since 1995 when the game turned professional alongside the introduction of a salary cap, it has become necessity for coaches and club owners alike to look after their playing assets. The ability to collect, manage, analyse and report useful data should be of the utmost importance for any business looking to positively influence performance. This presentation will demonstrate the growth of analytics in sport in general and subsequently focus on our use of predictive analytics at Leicester Tigers.



## Simon Hartley

Founder  
**Be World Class**

Simon Hartley is an experienced sport psychologist and performance coach. He helps athletes and business people to get their mental game right. During the last 17 years, Simon has worked with gold medalists, world record holders, top 5 world ranked professional athletes and championship winning teams. He has worked at the highest level of sport, including spells in Premiership football, Premiership rugby union, First Class County Cricket, Super League, golf, tennis, motor sport and with Great British Olympians. Since 2005, Simon has also applied the principles of sport psychology to business, education, healthcare and the charity sector. This has included projects with some of the world's leading corporations and foremost executives.

## Controlling The Shift in Psychological Momentum; Performance Analysis Meets Sport Psychology

I'm sure you've seen the momentum shift in games. How can one team go from dominating a game to being on the back foot, within just a couple of minutes? There is a common saying in football, "goals change games". But that principle is not limited to football. Cricket matches are often characterised by 'batting collapses', where a team will lose 3-4 wickets in quick succession when a partnership is broken. In the NFL turnovers tend to change, not only possession, but the dominance from one team to another. Many people would suggest that the famous come-backs in sport are prime examples of psychological momentum shifting. But what happens to swing the momentum of a game so drastically? And, what can coaches and players do to control the momentum of the game? During this session we'll explore momentum shifts, and highlight how performance analysis, sport psychology & coaching all need to come together, if we are to control them..

# Speaker Information



**Nick Webborn**  
Chief Medical Officer  
Paralympics GB

## Lifetime Injury Prevention: The Sport Profile Model

Nick is currently Medical Director of The Sussex Centre for Sport and Exercise Medicine at The University of Brighton and a Research Fellow of the Chelsea School, University of Brighton and Honorary Clinical Senior Lecturer in Sport & Exercise Medicine, Queen Mary, University of London. He was formerly Medical Advisor to the National Sports Medicine Institute. Nick was Medical Officer with the GB Team at the Paralympic Games in Atlanta, Nagano and Sydney and joined the International Paralympic Medical Commission in 2000. He attended the Salt Lake and Athens and Torino Paralympics on the anti-doping

committee and started the IPCs sports injury surveillance programme in Salt Lake. This has been repeated at all winter games since that time. He won a Congress Award for his work on exercise in the heat for athletes with disabilities at the 4th IOC World Congress on Sport Sciences in 1997. He became a Fellow of the American College of Sports Medicine in November 2000 and a Foundation Fellow of the Royal College of Physicians of Ireland and the Royal College of Surgeons in Ireland Faculty of Sports & Exercise Medicine in 2003 and a Fellow of the Institute of Sports Medicine in 2004. He was a member of the London 2012 health advisory group presenting to the IOC evaluation commission and the Medical Advisory Group for LOCOG and was a member of the SEM workstream group for LOCOG. During the Olympic Games he worked as a sports physician in the Polyclinic in the Olympic Village and was Chief Medical Officer to ParalympicsGB.



**Karl Cooke**  
Sports Science Manager  
British Tennis

Dr Karl Cooke is the LTA Sports Science Manager based at the National Tennis Centre in Roehampton, in this role Karl provides the strategic direction for all Sports Science support services and applied research in British Tennis. Karl's PhD research focused on the interaction of the physiological demands of tennis and stroke performance that included 2 research projects for the International Tennis Federation's Technical Commission the findings of which later provided the scientific evidence for changes to the Rules of Tennis. Karl's practitioner work focuses on optimising training adaptations by providing strategies for increasing training efficiency and monitoring the balance between stress and recovery.

## Analytics in High Performance Tennis – The Journey from 'Feel' to 'Metrics'

2012 was arguably the most successful year for British Tennis in living memory – British players won 2 Olympic and 2 Paralympic medals, US Open Men's Singles, Wimbledon Men's Doubles, Australian Open Men's Quad Doubles and a host of ATP, WTA and ITF titles. In the 6 years since publication of the Blueprint for British Tennis – high performance tennis has gone through a major transition. At the heart of this has been the application of Sports Science and the role of data and analytics with an emphasis on training specificity, athlete development and truly understanding the demands of winning major championships. The aim of this talk is to share with you the journey – organisational challenges, critical success factors and provide some ideas for how Tennis may evolve in next 6 years.



**Mark Hamilton-Taylor**  
Digital & Social Media Strategist  
West Bromwich Albion

The UK's leading expert on LinkedIn and social media strategist Mark Hamilton Taylor with delivering how the sports industry can leverage social media. Mark's clients include Google, FedEx, Premiership Rugby & Football Clubs, Atos, PWC, and Chambers of Commerce. Mark has also lectured to Universities and Business Schools including Warwick and Oxford. Mark's social media strategies have produced huge savings on resource costs, recruitment and information gathering.

## Digital Space and Leveraging Social Media Platforms

Mark's expertise in LinkedIn training include strategies which have led to Multi Million pound deals for his clients and tremendous savings on marketing costs. Learn why the likes of General Motors pulled £10 Million pounds worth of advertising on Facebook and how Proctor and Gamble saved and reduced their marketing budget of £11 Billion to £5.5 Billion because of free marketing on social media. How the sports industry can leverage social media to produce engagement, reduce costs and produce talent.



# Speaker Information



**Darren Roberts**  
Manager, High Performance  
Red Bull

Darren is the High Performance Manager for Red Bull UK. Extreme sports athletes are extra ordinary people, doing extra ordinary things - as such they have unique performance demands which Darren and the rest of the high performance team have to meet all over the world. Darren has been working with Red Bull and it's athletes for the last 10 years, prior to that he worked with Premiership and Superleague rugby teams as well as spending 9 years in the armed forces. Away from work he has a keen interest in cycling and triathlons, competing in a number of ironman distance races over the years.

## Extreme Sports Athletes - Creating the Performance Playground

If it can be measured, it can be improved. That's certainly a mantra I've heard many times and even used myself. In terms of what can be measured and how - things have moved on at an exponential rate in the collection of data and the tools used to do so. Sports science has it's map of the performance world, but what about the individual athlete's map of their own performance world? Whether its sport or business, is perception greater than reality? Do we consider athletes as people or simply a series of data points and key performance indicators to be manipulated in an effort 'improve performance'? In this presentation I shall explain some of the challenges we face with our athletes, how we support and encourage them - and how that might impact their performance.



**Steve Haake**  
Director, Research  
Centre for Sports Engineering Research

Prof Steve Haake is Director of the Centre for Sports Engineering Research (CSER) at Sheffield Hallam University. He trained as a physicist before teaching mechanical engineering for 15 years and setting up CSER. CSER employs 17 staff, 13 PhD students and 17 masters students. He is a consultant to adidas and sits on the Technical Commission of the International Tennis Federation. He was founder in 1998 of the International Sports Engineering Association, the journal of Sports Engineering and the International Conference on Sports Engineering.

## Analytics and the Olympics: The Development of Performance Analysis Systems for Elite Sport

In 2008 UK Sport invested in projects to design, develop and deliver performance analysis systems for Team GB's Olympic sports. The aim was to capture data and collect information that would lead to more medals at London 2012. The systems developed ranged from the simplest of video feedback devices, to complex 3-dimensional tracking of trajectories. Thirty projects supported 15 sports and helped win 24 medals at London 2012. The keys to the success of the projects were their apparent simplicity stemming from a design process that involved the end user (usually the analyst) from inception. Systems will be described that were developed for boxing, tae-kwondo, swimming, diving and athletics.



**Michael Bourne**  
Head of Sports Science  
England Cricket Board

Michael Bourne has recently been appointed the Head of Science and Medicine for the England and Wales Cricket Board having filled the role of Performance Analysis National Lead for over 3 years in the same organisation. Prior to this he spent five and a half years with the English Institute of Sport as a multi-sports analyst including leading the analysis programmes for Judo, Boxing and Diving. Michael also started the EIS skill acquisition consultancy service which is still in operation today. His first role as a practical sports scientist was with Great Britain Shooting as an assistant biomechanist.

## Perception, Knowledge and Big Data

It is becoming increasingly common for sports practitioners to equate more data (Big Data) with greater insight into performance. In response, data collection and 'analytics' are growing trends in the sports industry. In many ways this perceived correlation between data and insight levels holds true. However one should not forget other principles of statistics and science that need to be heeded in order to draw practical knowledge from data. Other factors, both intrinsic and extrinsic to the analyst themselves will determine how closely users of sports analytics can get to their holy grail of using data to identify the next impact player or the high probability playing strategy. In this talk some of these factors will be explored with live examples from a career in sports science.



# Speaker Information



**Ben Smith**

Head of Development Performance Systems  
**Chelsea FC**

Ben works as Head of Academy Performance Systems for Chelsea FC. Having worked at the club for over 5 years, he has been involved in the growth of Chelsea's youth development into one of the world's premier. Chelsea have invested heavily in both performance analysis and analytics and consider them an integral part of their approach to player development. Before working at Chelsea, Ben gained a multi-sport perspective on analytics and analysis with Fulham FC, the FA, Sale RFC, England Hockey and GB Wheelchair Basketball. performance team have to meet all over the world.



## The Role of Analytics and Performance Systems in Player Development

Chelsea Football Club is striving to be the world's best football development centre. To develop First team players is an immense challenge, as players are staying in the game longer and clubs have more money to buy established players. Therefore, our young players need to have more talent and be better professionals than ever before. Consequently, this has placed a greater emphasis on our approach to strategic planning, measurement and accountability. This presentation looks at the development and effective application of performance systems, processes and analytics in the development of young athletes. It explores the challenges of introducing analytics,



**Simon Wilson**

Manager, Strategic Performance  
**Manchester City FC**

Simon holds a unique position, at one of the most unique and fastest growing brands in sport. Since the purchase of Manchester City in September 2008 by the Abu Dhabi United Group (ADUG), the club has recorded incredible growth. From a 10th place finish in 2008/09, the club has increased its year on year performance, culminating in winning the Premier League title in 2011/12. Simon's role as Strategic Performance Manager see's him advise and collaborate on matters of strategy and performance management for the clubs' Football department, working with all teams and disciplines, at all levels. This season is Simon's 12th supporting teams within the top tier of English football, with a background in performance analysis, management and strategy execution.

## Evidence-Based Practices in Leadership

Successful performance in sport is ultimately the end point of thousands of decisions. Big ones, small ones, tactical ones, training ones, financial ones. Decisions made by players, staff, executives, fans; the mother who sacrifices her evenings to run her child to practice, as well as the groundsman that strives for perfection.

Ultimately, would we agree the more 'right' decisions we make the more success comes our way?

I'd like to explore this a little more; to get some awareness of the process behind how a decision is made. I'm not going to reveal anything you don't already know....and my aim is for us all to consider what role data plays, and therefore how we can all be effective in this space.



**Giles Lindsay**

Head of Analysis & Operational  
Development  
**Leeds Rugby**

One of the first full-time Rugby Analysts in the UK, Giles Lindsay began working with Leeds Tykes in 2001 following their promotion to the Premiership. A graduate of the University of Leeds, Giles helped the Tykes secure their Premiership status for many years against the odds. In 2004 he joined analysis provider OPTA to oversee their analysis operation & product delivery to Premiership & International Rugby Union teams, including the 2005 British Lions on their tour of New Zealand. He went on to rejoin Leeds Rugby and established an Analysis Department that encompassed both the Rugby Union arm (now Leeds Carnegie) & the Rugby League team the Leeds Rhinos,

## Analysing & Influencing – the Application of Analytics in Super League

As an 'invasion' sport Rugby League is close to perfect in terms of analytics – each team has a finite amount of possession, whilst the game 'flows' the plays are largely isolated incidents, a player's contribution to success is comparable within a team and across the league.

As a competition with a salary cap in place Super League offers excellent opportunities to apply analytical concepts to attempt to make differences in the way a team performs on the field & also how it makes decisions, especially in recruitment, off the field.

This presentation will look at how historical data has been married with bespoke performance measures collected by the Leeds Rhinos' Analysis Department to have an effect on the club's continued success



# Speaker Information



**Scott Drawer**

Head of Research & Innovation  
**UK Sport**

Dr Scott Drawer is Head of Research & Innovation at UK Sport. UK Sport is the strategic lead body for high performance sport in the UK. It invests Exchequer and National Lottery funds in Britain's best Olympic and Paralympic sports and athletes to maximize their chances of success on the world stage. Scott and his team are responsible for the delivery of the R&I programme, supporting GB's leading Olympic and Paralympic sports through innovative science, medicine and engineering. This covers a variety of projects covering competition equipment, novel field based measurement technologies, and science and medicine of training and athletic development.

## Performance Sport and the Era of Big Data

The growth in field based measurement technologies has led to an exponential growth of data delivery for practitioner, coach and athlete. For that data to become meaningful to performance it has to be converted to information – information to knowledge – knowledge to wisdom – and wisdom to performance. To accelerate this process, it is critical that there is a clear, evidence based performance model that drives all technology adoption, measurement approaches, data processing, analysis, display and feedback. The aim of the session will be to talk through this concept with some clear examples and help put 'data analytics' in its place to ensure the performance drives the process while the data supports it.



**Phil Worrall**

Senior Football Analyst  
**The FA**

Phil graduated from Crewe & Alsager with a Sport & Exercise Science degree and initially worked on the institutes Sport Science Support projects in Netball and Athletics. He worked with Netball for 4 years, supporting them through an U21 World Championship and Commonwealth Games and expanding their match analysis to incorporate video analysis. In 2003 he co-established the FA's Video Analysis Unit that now supports all of the FA's International Teams. As a Video Analysts he has directly supported all the FA's Male and Females teams which has taken him to 6 major (European and World) youth finals and 6 major Senior

finals including World Cups and the Olympics. As the FA's Analysis Unit evolved, Phil was integral in developing the Analysis modules for the FA's coach education courses. He regular delivers on the Level 4 course, and mainly delivers to the ex-pro player course the FA organize. With over 10 years working directly with the Senior Women's Team, Phil has helped integrate analysis into a fundamental part of the team and players education and evaluation when reviewing their performances. This process was also be replicated in the Team GB Women's football team for the 2012 Olympic games.

## Preparing for Euro 2013

Summary to follow....



**Chris Anderson**

Professor  
**Cornell University**

A native of Germany, Chris Anderson is a pioneer of quantitative football analytics. He has developed econometric models to study team dynamics and algorithms for evaluating player performance in the context of global competition for talent and success. Anderson also is a professor at Cornell University in Ithaca, New York, where he teaches political economy and political sociology. He has won a number of scientific awards for his research and has held appointments at leading universities, including Oxford University and Stanford's Center for Advanced Studies in the Behavioral Sciences. He also has taught management strategy at Cornell's Johnson School of Management and Northwestern University's Kellogg School of Management.

## Playing the Numbers Game: How to Overcome Football's Fear of Numbers

Football analytics requires two types of intelligence: intelligence as data, and intelligence as the ability to make sense of and act on data. We discuss the challenges to football analytics common throughout the history of the game and suggest strategies for successfully driving on-field success with analytics. For football clubs seeking to gain advantage through analytics, the winning strategy has to be to (1) do the analysis properly (which requires people with the training, skill, and resources to do it), and (2) organizational change.



# Speaker Information



## David Sally

Visiting Associate Professor  
**Tuck School of Business, Dartmouth College**

David Sally is one of the world's leading experts on social interaction and behavioral game theory. Sally holds an A.B. in Government from Harvard University, a Ph.D. in Economics from the University of Chicago, and is presently a professor at the Tuck School of Business at Dartmouth. Before returning to academia, he was a consultant at Bain and Company with clients in heavy manufacturing, financial services, packaging, and natural resources, and he was a manager of strategic planning and corporate development at a Fortune 500 company. Sally's research has focused on analyzing the way that people actually play games, really cooperate and compete, and truly make strategic decisions. He is an award-winning teacher who has taught classes on negotiations, leadership, management and organizations, and team-building to MBAs

at Cornell and Dartmouth and to senior executives at a host of companies.

## Playing the Numbers Game: How to Overcome Football's Fear of Numbers

Football analytics requires two types of intelligence: intelligence as data, and intelligence as the ability to make sense of and act on data. We discuss the challenges to football analytics common throughout the history of the game and suggest strategies for successfully driving on-field success with analytics. For football clubs seeking to gain advantage through analytics, the winning strategy has to be to (1) do the analysis properly (which requires people with the training, skill, and resources to do it), and (2) organizational change.



## Alicia Rankin

Director, Research  
**NFL**

Alicia Rankin joined the National Football League in October 2007 to oversee the research department. NFL football is the most popular sport in America with nearly 200 million fans and in her role, she is responsible for understanding and increasing that fan base and strategically expanding the NFL brand into other growth opportunity businesses. Prior to the NFL, she spent 7 years at ESPN. In the course of her twenty-year career, she has managed market research studies and consulting engagements covering 26 different countries worldwide. Alicia graduated from Lehigh University with a B.S. in Marketing.

## How Data is Enhancing the NFL Gameday Experience

The National Football League continues to thrive as America's favorite sport with fans' consumption increasing each year. Led by technology advances in TV viewing including the proliferation of large-screen HDTVs as well as newer services such as NFL RedZone, the experience has never been better – at home. Even more essential though is making sure that stadiums are filled and that the focus on the gameday experience remains paramount for the League and our clubs. To that end, several different research initiatives have been put in place to measure KPIs, provide benchmarking, evaluate gaps, and ultimately identify new areas of opportunities that will lead to sold-out stadiums each week.



## Rebecca Edgington

Performance Analyst  
**British Gymnastics**

Rebecca joined British Gymnastics in 2005 as a trampoline technical analyst and worked for four years establishing gap to podium analysis, objective measurements of performance and practical application of this information within the World Class Programmes. During that time, attended World Championships, European Championships, World Cups and Olympic Test Events as a team analyst providing immediate data to the gymnasts and coaches during events. In addition to this, in 2009 began working with Men's and Women's Artistic gymnastics to provide performance analysis service to their World Class Programmes, also moving across to the English Institute of Sport. Performance analysis helped

prepare athletes in to the London 2012 Olympic Games for Gymnastics. During the Games worked for the Performance department of the British Olympic Association to deliver immediate feedback to officials and analysts to support the analysis of 16 sports throughout the Olympic Games.

## 2012 & Beyond...

Summary to follow....



# Speaker Information



## Mike Whittingham

Director, High Performance  
SIS

Mike Whittingham is currently Director of High Performance & the sportsotland Institute of Sport. He has worked within high performance sport for the past thirty years having held a number of key positions. Mike has held a number of different posts ranging in the early days from Ballet School teacher to Executive Director of the SIS. Performance Manager & Head of Technical Services, UK Sport, National Coach, Personal Coach, World Class Adviser , Sports Consultant, Adviser to Minister of Sport, Director of PE and Sport. He was also a former Great Britain International athlete, National Coach to UK Athletics (400m, 400m hurdles). Personal Coach and Manager for eight years to Roger Black, nine years to

Kriss Akabussi, as well as coach to Jon Ridgeon, Mark Richardson, John Regis, Stephane Diagana, Nicola Saunders, Maria Akara, Christine McMeekin

## Management in High Performance Sport

"If you hold or aspire to hold a "management" position within High Performance sport what do you need to know, how can you use "Data" effectively and to your best advantage. Over the past twenty years the sporting landscape has greatly changed and in many instances technology has accelerated at a faster pace than our own learning". In this session, Mike will be drawing upon his experience to explore and share with you how Data can and should be used to help make the right decisions both strategically and operationally



## Harvey Galvin

Sports Scientist  
LTA & The Altitude Centre

Harvey has worked in and conducted research with a variety of sports in the past 5 years including rugby union, rugby league, football, rowing, tennis and Olympic and Paralympic athletes. As a performance scientist for the past 2 years his main role has been to determine the use of Hypoxic Training for performance and rehabilitation while integrating alongside sports science and S&C departments within elite sport.

## The Efficacy of Hypoxic Training

Hypoxic training has been around for decades, but the efficacy of its use remains controversial with the "responders vs non-responders" argument. In terms of individual and team sports the n that we are concerned with is 1 and we must adapt training to them. Finding the optimum hypoxic exposure is key and when tracking a training group using this we can see that it either provides extremely time efficient training or the ability to decrease external load while improving cardiovascular fitness. Analysing speed and cardiopulmonary variables we show how smaller dosage can create larger adaptations.



## Peter Vint

Sr. Director, Research & Innovation  
US Olympics Committee

Dr. Peter Vint is the Senior Director of Competitive Analysis, Research & Innovation with the United States Olympic Committee. He previously served as USOC Director of High Performance supporting five National Governing Bodies that won 64 medals during the London Olympic Games. When he's not writing about himself in the third person, Peter likes to hang out with his remarkable wife, two sons, and golden retrievers. You can usually find him listening to Radiohead, behind his grill, and/or trying to emulate his culinary idol, Rick Bayless. He thinks he's a better photographer than he actually is.

He's available on LinkedIn, Twitter and Facebook.

## The CARI Initiative: The story behind the US Olympic Committee's quest for new sport knowledge

Presentation Info coming soon!



# The Information

## Sports Analytics Innovation Summit

Date: 26th & 27th March, 2014  
Location: London  
Venue: TBC

## Registration Pricing



## Group Discount Offers

3 Silver Passes:	£1,200 (£400 per attendee)
5 Silver Passes:	£1,750 (£350 per attendee)
3 Gold Passes:	£1,800 (£600 per attendee)
5 Gold Passes:	£ 2,750 (£550 per attendee)
3 Diamond Passes:	£2,400 (£800 per attendee)
5 Diamond Passes:	£3,750 (£750 per attendee)

For larger groups or special requests contact Robert by calling +44 208 123 3972 or email [rshanley@theiegroup.com](mailto:rshanley@theiegroup.com)

\* Group discounts are applicable at the point of registration only.

## Ways to Register



+44 207 193 2599



+1 323 446 7673



<https://theinnovationenterprise.com/summits/sports-analytics-innovation-summit-2014>



# Registration Form



## Sports Analytics Innovation Summit

March 26 & 27 | London | UK

For registration or more information on the program, please call Robert on +44 208 123 3972, or fax this registration form to +1 (323) 446 7673

### 1. Delegate Information...

NAME OF EACH ATTENDEE

TITLE OF EACH ATTENDEE

DEPARTMENT

COMPANY

INDUSTRY

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

EMAIL OF EACH ATTENDEE

BUSINESS PHONE NUMBER

### 2. Pass Types...

#### Early Bird Pass Options until 21 Feb, 2014

- Early Bird Silver: £495 Attendees \_\_\_\_\_
- Early Bird Gold: £795 Attendees \_\_\_\_\_
- Early Bird Diamond: £995 Attendees \_\_\_\_\_

#### Regular Pass Options after 21 Feb, 2014

- Silver Pass: £595 Attendees \_\_\_\_\_
- Gold Pass: £895 Attendees \_\_\_\_\_
- Diamond Pass: £1095 Attendees \_\_\_\_\_

#### Group Discount Pass Options

- 3 Silver Passes £1,200 (£400 per Attendee)
- 5 Silver Passes £1,750 (£350 per Attendee)
- 3 Gold Passes £1,800 (£600 per Attendee)
- 5 Gold Passes £2,750 (£550 per Attendee)
- 3 Diamond Passes £2,400 (£800 per Attendee)
- 5 Diamond Passes £3,750 (£750 per Attendee)

For larger groups or special requests contact Robert Shanley by calling +44 208 123 3972 or email [rshanley@theiegroup.com](mailto:rshanley@theiegroup.com)  
Group passes only available when all participants register together.

#### Pass Descriptions:

Silver Pass: Access to all sessions & networking events

Gold Pass: Access to all sessions, networking events & annual subscription to IE. membership

Diamond Pass: Access to all sessions, networking events, annual subscription to IE. membership & Strategic Analysis Report

### 3. Payment Options...

- Check (Make checks payable to The Innovation Enterprise Ltd)  Invoice me
- Visa  Mastercard  American Express  Diners Club  Discover

CARD NUMBER

EXPIRATION DATE

SECURITY NO.

CARDHOLDERS NAME

CARDHOLDER'S SIGNATURE

BILLING ADDRESS

INDUSTRY

Prices are exclusive of VAT. Places are transferable without any charge to another Summit occurring within 12 months of the original purchase. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will in turn incur an increase in registration fee for the remaining group participants. Cancellations before February 11, 2014 incur an administrative charge of 50%. If you cancel your registration after February 11, 2014 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee. The Innovation Enterprise reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

# Schedule

## Day One

26th March



## Day Two

27th March



# Sponsors



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## January

Business Analytics  
Innovation Summit

January 22 & 23  
Las Vegas

250+

## February

Analytics Executive Forum

February 18  
San Diego

100+

Predictive Analytics  
Innovation Summit

February 19 & 20  
San Diego

300+

## March

Sports Analytics Innovation  
Summit

March 19 & 20  
London

150+

HR Analytics Innovation

March 19 & 20  
London

150+

Predictive Analytics  
Innovation Summit

March 27 & 28  
Hong Kong

150+

## April

Social Media & Web  
Analytics Innovation Summit

April 23 & 24  
San Francisco

150+

Sentiment Analysis Summit

April 23 & 24  
San Francisco

150+

Gaming Analytics Summit

April 23 & 24  
San Francisco

150+

## May

Predictive Analytics  
Innovation Summit

May 14 & 15  
London

150+

Social Media & Web  
Analytics Innovation Summit

May 14 & 15  
London

150+

Business Intelligence  
Innovation Summit

May 21 & 22  
Chicago

200+

HR Analytics Innovation

May 21 & 22  
Chicago

150+

Business Analytics  
Innovation Summit

May 21 & 22  
Chicago

200+

## September

Social Media & Web  
Analytics Innovation Summit

September 10 & 11  
Boston

200+

Sports Analytics Innovation

September 10 & 11  
Boston

150+

## October

Big Data & Predictive  
Analytics Summit

October 16 & 17  
Dublin

150+

## November

Elite Minds in Sports  
Analytics Summit

November 5  
London

150+

Sports Technology  
Innovation Summit

November 5 & 6  
London

200+

Business Intelligence  
Innovation Summit

November 12 & 13  
Chicago

200+

Predictive Analytics  
Innovation Summit

November 12 & 13  
Chicago

300+

Data Science Leadership  
Summit

November 12 & 13  
Chicago

150+

## December

Predictive Analytics in  
Banking Summit

December 3 & 4  
New York

150+

 Flagship Summit

 Banking

 350+ Expected Attendees

 Healthcare

 Retail

 HR

 Sports

 Social Media

# Membership

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